

Planning Guide Sheets

Section 5

Promotion

Topic	Advertising
Performance Indicator	Explain the nature of direct advertising strategies (PR:089)
Level	Specialist
Marketing Education Standard	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
SCANS	Information 5-8; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 7,12
Show-Me Standards	2.1, CA 3, CA 4
Objectives	<ul style="list-style-type: none"> a. Define the term direct advertising. b. Identify types of direct advertising (direct mail, e-mail, automated callers, www, voice mail, faxes, catalogs, telemarketing). c. Explain the importance of technology in direct advertising. d. Discuss when direct advertising can be used effectively. e. Describe advantages/disadvantages of using direct advertising.
Sample Activity	Ask students to collect as many examples of direct-response advertisements as possible during a three-day-time period. Tell them to maintain a log of where they found the advertisements. Divide the class into small groups of three or four students each to discuss whether the advertisements were placed in appropriate media that would reach a targeted market. Ask each group to identify the targeted market for the advertisements.
Resources Textbooks	<p>Arens, W.F. (1999). <i>Contemporary advertising</i> (7th ed.) [pp. 176, 178, 281-291]. Boston: Irwin McGraw-Hill.</p> <p>Burrows, J. (2002). <i>Marketing</i> (pp. 157, 438). Mason, OH: South-Western Thomson Learning.</p> <p>Farese, L., Kimball, G., Woloszyk C. (2002). <i>Marketing essentials</i> (3rd ed.) [pp. 211, 337-338]. New York: Glencoe McGraw-Hill.</p> <p>Johansson, J. (2000). <i>Global marketing</i> (2nd ed.) [pp. 127, 483-486]. Boston: Irwin McGraw-Hill.</p> <p>Lewis, H.G., & Nelson, C. (1999). <i>Advertising age handbook of advertising</i> (pp. 80, 106, 150-152, 154-155, 158-159). Chicago: NTC/Contemporary Publishing Group, Inc.</p> <p>McDonald, W.J. (1998). <i>Direct marketing: An integrated approach</i> (pp. 32, 78, 81-82, 83-87). Boston: Irwin McGraw-Hill.</p> <p>Zikmund, W.G., & d'Amico, M. (1999). <i>Marketing</i> (6th ed.) [pp. 403, 406-409, 467, 521-522]. Cincinnati: South-Western College Publishing.</p>

Topic	Advertising
Performance Indicator	Describe considerations in using databases in advertising (PR:091)
Level	Specialist
Marketing Education Standard	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
SCANS	Information 5-8; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 12
Show-Me Standards	1.4, 1.6, 1.8, CA 3
Objectives	<ul style="list-style-type: none"> a. Describe ways to use databases in advertising. b. Identify advantages of using databases in advertising. c. Cite limitations associated with using databases in advertising. d. Identify sources of mailing lists that can be used in advertising.
Sample Activity	<p>Arrange computer and Internet access for students. Ask them to access the Direct Marketing Club of New York's web site at http://www.dmcny.org and to select the link to its <i>Directory</i>. Tell them to choose one of the Database Marketing Services listed and to link to its web site. Explain that they are to use the information on the site to write a report about ways that business can use databases in advertising. Collect and review the reports.</p>
Resources Textbooks	<p>Arens, W.F. (1999). <i>Contemporary advertising</i> (7th ed.) [pp. 281, 285-286]. Boston: Irwin McGraw-Hill.</p> <p>Burrow, J. (2002). <i>Marketing</i> (p.157). Mason, OH: South-Western Thomson Learning.</p> <p>Farese, L., Kimball, G., Woloszyk C. (2002), <i>Marketing essentials</i> (3rd ed.) [pp. 337, 509-510]. New York: Glencoe McGraw-Hill.</p> <p>Johansson, J. (2000). <i>Global marketing</i> (2nd ed.) [pp. 484-486]. Boston: Irwin McGraw-Hill.</p> <p>Lewis, H.G., & Nelson, C. (1999). <i>Advertising age handbook of advertising</i> (p. 18). Chicago: NTC/Contemporary Publishing Group, Inc.</p> <p>McDonald, W.J. (1998). <i>Direct marketing: An integrated approach</i> (pp. 28, 93-106). Boston: Irwin McGraw-Hill.</p> <p>Zikmund, W.G., & d'Amico, M. (1999). <i>Marketing</i> (6th ed.) [pp. 521-522]. Cincinnati: South-Western College Publishing.</p>

Topic	Advertising
Performance Indicator	Calculate media costs (PR:009)
Level	Specialist
Marketing Education Standard	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
SCANS	Information 5-8; Systems 15; Basic Skills 1-3,5-6; Thinking Skills 12
Show-Me Standards	CA 3, MA 1
Objectives	<ol style="list-style-type: none"> Define the following terms: primary circulation, secondary circulation, position preferences, zoning, flat rates, sliding-scale rates, combination rates, delivered circulation, guaranteed circulation, bleed pages, gatefolds, spreads, partial runs, split-run, selective binding, rating, gross rating points, run-of-schedule air time, painted bulletins, poster panels, spectaculars, direct mail, shared mail, cost per thousand (CPM), cost per gross rating point (CPRP), banner ads, and clickthroughs. Describe factors affecting the cost of newspaper advertising rates. Explain advertising rates in newspapers. Explain factors affecting the cost of magazine advertising rates. Discuss discounts that affect advertising rates in newspapers. Explain factors affecting television advertising rates. Identify factors that impact the audience space and composition of television audiences. Explain how television ad rates are determined. Discuss how radio ad rates are determined. Describe factors affecting out-of-home media advertising rates. Identify factors affecting direct mail advertising rates. Read and determine advertising rates using a rate card. Distinguish between absolute and relative cost of media. Explain the process for determining the cost effectiveness of media vehicles. Discuss techniques for calculating Internet advertising rates. Calculate the costs of advertising in media vehicles.
Sample Activity	Ask students to contact a specific media vehicle to determine the audience size for a specific target group of interest to them (e.g., men 25-54). They should obtain rate information from the medium and/or SRDS directories. Tell students to compare this information with A.C. Nielsen and Arbitron data for radio and television, Audit Bureau of Circulation for major print media, or Traffic Audit Bureau (TAB) for outdoor media. Explain that students should use the information to calculate cost per thousand (CPM) for print media or cost per rating point (CPRP) for broadcast media. Ask students to discuss their calculations with the class or with a small group of students.
Resources	
LAP	Marketing Education Resource Center (2000). <i>Calculating media costs</i> [Promotion LAP 6]. Columbus, OH: Author.

Textbooks

- Marketing Education Resource Center (2000). *Calculating media costs: Instructor copy* [Promotion LAP 6]. Columbus, OH: Author.
- Burrow, J. (2002). *Marketing* (p. 439). Mason, OH: South-Western Thomson Learning.
- Churchill, G.A., Jr., & Peter, J.P. (1998). *Marketing: Creating value for customers* (2nd ed.) [pp. 220-221, 419-421]. Burr Ridge, IL: Irwin McGraw-Hill.
- Farese, L., Kimball, G., Woloszyk C. (2002). *Marketing essentials* (3rd ed.) [pp. 345-349]. New York: Glencoe McGraw-Hill.
- Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (1997). *Marketing essentials* (2nd ed.) [pp. 23-25, 246, 256-269, 424, 442]. Mission Hills, CA: Glencoe/McGraw-Hill.
- Johansson, J. (2000). *Global marketing* (2nd ed.) [pp. 449, 535-536, 546]. Boston: Irwin McGraw-Hill.
- McDonald, W.J. (1998). *Direct marketing: An integrated approach* (pp. 30, 140-143, 175-177). Boston: Irwin McGraw-Hill.
- Zikmund, W.G., & d'Amico, M. (1999). *Marketing* (6th ed.) [pp. 47-48, 246-248, 486-488, 498]. Cincinnati: South-Western College Publishing.

**Software/
Online**

- Curriculum and Instructional Materials Center (Producer). [1999]. *Employee survival skills: Promotion* [Promotion LAP 6: Presentation Software]. Marketing Education Resource Center (Distributor).
- Marketing Education Resource Center (2000). *Calculating media costs* [Promotion LAP 6: Presentation Software]. Columbus, OH: Author.

Topic	Publicity/Public Relations
Performance Indicator	Write a news release (PR:057)
Level	Specialist
Marketing Education Standard	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
SCANS	Information 5-8; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 7,12
Show-Me Standards	1.8, 2.1, 2.2, CA 3, CA 4
Objectives	<ol style="list-style-type: none"> Define the following terms: news releases, hard news, soft news, captioned photograph. Identify subjects addressed in news releases. Distinguish between hard news and soft news. Explain purposes of news releases. Describe techniques for catching an editor's attention to get news release presented. Discuss guidelines to follow when preparing to write a news release. Describe techniques for creating professional-looking news releases. Explain procedures for writing the body of the release. Write a news release for a business situation.
Sample Activity	Ask students to write a news release about a business, a product, or an event with which they are familiar. Check to see that students have followed the guidelines for writing news releases, and submit the best releases to the school newspaper.
Resources LAP	<p>Marketing Education Resource Center (1995). <i>Writing news releases</i> [Promotion LAP 10]. Columbus, OH: Author.</p> <p>Marketing Education Resource Center (1995). <i>Writing news releases: Instructor copy</i> [Promotion LAP 10]. Columbus, OH: Author.</p>
Textbooks	<p>Churchill, G.A., Jr., & Peter, J.P. (1998). <i>Marketing: Creating value for customers</i> (2nd ed.) [pp. 492-493]. Burr Ridge, IL: Irwin McGraw-Hill.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [pp. 312-314]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (1997). <i>Marketing essentials</i> (2nd ed.) [pp. 301-303]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Johansson, J. (2000). <i>Global marketing</i> (2nd ed.) [p. 478]. Boston: Irwin McGraw-Hill.</p> <p>Semenik, R.J. (2002). <i>Promotion and integrated marketing communications</i> (pp. 456-457). Cincinnati: South-Western.</p> <p>Zikmund, W.G., & d'Amico, M. (2001). <i>Marketing: Creating and keeping customers in an e-commerce world</i> (7th ed.) [pp. 562-563]. Cincinnati: South-Western College Publishing.</p> <p>Zikmund, W.G., & d'Amico, M. (1999). <i>Marketing</i> (6th ed.) [pp. 576-577]. Cincinnati: South-Western College Publishing.</p>
Assessment	See page 6-46.

Topic	Management of Promotion
Performance Indicator	Explain the nature of a promotional plan (PR:073)
Level	Specialist
Marketing Education Standard	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
SCANS	Information 5-8; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 7,12
Show-Me Standards	1.8, 2.1, 3.8, CA 3, CA 4
Objectives	<ul style="list-style-type: none"> a. Define promotional plan. b. Describe types of promotional plans. c. Identify the components of a promotional plan. d. Describe internal and external factors that can affect promotional plans. e. Explain the need for a promotional plan.
Sample Activity	Obtain and duplicate a promotional plan—one per student. Ask students to examine the promotional plan's components to identify its strengths and weaknesses. Tell students to recommend ways to improve the plan. Ask students to discuss their recommendations with the class.
Resources Textbooks	<p>Burrow, J. L. (2002). <i>Marketing</i> (p. 418). Cincinnati: South-Western.</p> <p>Longenecker, J.G., Moore, C.W., & Petty, J.W. (2000). <i>Small business management: An entrepreneurial emphasis</i> (11th ed.) [pp. 160-161]. Cincinnati: South-Western.</p> <p>Semenik, R.J. (2002). <i>Promotion and integrated marketing communications</i> (pp. 67-68). Cincinnati: South-Western.</p>
Workbooks/ Manuals	Kaser, K., & Oelkers, D.B. (2001). <i>Sports and entertainment marketing</i> (pp. 5, 84, 86, 246). Cincinnati: South-Western Educational Publishing.
Software/ Online	United States Small Business Administration Women's Online Business Center (n.d.). <i>Promotional plan – getting the word out</i> . Retrieved April 1, 2003, from http://www.onlinewbc.gov/docs/market/mk_4ps_promo.html

Topic	Management of Promotion
Performance Indicator	Coordinate activities in the promotional mix (PR:076)
Level	Specialist
Marketing Education Standard	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
SCANS	Information 5-8; Systems 15; Basic Skills 1-2,5-6; Thinking Skills 7,12
Show-Me Standards	2.7, 4.6
Objectives	<ul style="list-style-type: none"> a. Identify factors that should be coordinated for promotions. b. Identify types of promotional activities that should be coordinated. c. Describe ways to coordinate promotional efforts. d. Describe the importance of coordinating promotional activities. e. Explain procedures for coordinating promotional activities. f. Use procedures to coordinate promotional activities.
Sample Activity	Tell students to select a promotional activity that will occur within a business of their choice and to prepare a written or oral report about how they would coordinate the business's promotional activities. Call on students to present their reports to the class.
Resources Textbooks	<p>Burrow, J. L. (2002). <i>Marketing</i> (pp. 416-418). Cincinnati: South-Western.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (2002). <i>Marketing essentials</i> (3rd ed.) [pp. 302, 304]. Woodland Hills, CA: Glencoe/McGraw-Hill.</p> <p>Farese, L.S., Kimbrell, G., & Woloszyk, C.A. (1997). <i>Marketing essentials</i> (2nd ed.) [pp. 252-253]. Mission Hills, CA: Glencoe/McGraw-Hill.</p> <p>Kotler, P., & Armstrong, G. (1999). <i>Principles of marketing</i> (8th ed.) [pp. 433-435]. Upper Saddle River, NJ: Prentice Hall.</p> <p>Zikmund, W.G., & d'Amico, M. (1999). <i>Marketing</i> (6th ed.) [pp. 471, 478-479, 512]. Cincinnati: South-Western College Publishing.</p>

Topic	Management of Promotion
Performance Indicator	Prepare promotional budget (PR:098)
Level	Manager/Entrepreneur
Marketing Education Standard	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
SCANS	Resources 2; Information 5-8; Systems 15; Basic Skills 1-3,5-6; Thinking Skills 8,12
Show-Me Standards	1.8, 3.8, 4.1, CA3, CA4, MA1
Objectives	<ul style="list-style-type: none"> a. Distinguish among methods for determining promotional budgets. b. Explain how a promotional budget is allocated. c. Describe factors that impact the allocation of money in a promotional budget. d. Describe guidelines for preparing a promotional budget. e. Demonstrate how to prepare a promotional budget.
Sample Activity	<p>Ask students to Imagine that they have decided to open a dance club for teens aged 14-19 in the community. Tell them how much money they have in their promotional budget. Ask them to develop a promotional budget for the dance club. Have students discuss their promotional budgets with a classmate.</p> <p>Divide the class into group of three or four students each. Ask the groups to prepare a promotional budget for their DECA chapter using a spreadsheet software program. Tell the groups how much money is budgeted for promotion. When the groups have finished, pair two groups to discuss the similarities and differences between their budgets.</p>
Resources Textbooks	<p>Meyer, E.C., & Allen, K.R. (2000). <i>Entrepreneurship and small business management: Teacher's annotated edition</i> (pp. 210-211). New York: Glencoe/Macmillan/McGraw-Hill.</p> <p>O'Guinn, T.C., Allen, C.T., & Semenik, R.J. (2003). <i>Advertising and integrated brand promotion</i> (3rd ed.) [pp. 285-290]. Cincinnati: South-Western.</p> <p>Semenik, R.J. (2002). <i>Promotion & integrated marketing communications</i> (pp. 82-87). Cincinnati: South-Western.</p>
Software/ Online	<p>CCH Inc. (2003). <i>Case studies: Joe's redhots</i> [Online]. Available: http://www.toolkit.cch.com/text/P03_7007.asp [2003, May 20].</p> <p>CCH Inc. (2003). <i>Setting a marketing budget</i> [Online]. Available: http://www.toolkit.cch.com/text/P03_7006.asp [2003, May 20].</p> <p>No Author (No date). <i>How to set a promotional budget</i> [Online]. Available: http://www.smartbiz.com/article/articleview/178/1/4/ [2003, May 23].</p>

No Author (No date). *Promotional budgeting* [Online]. Available:
<http://www.eds.napier.ac.uk/flexible/OLF/materials/bs/MARKETING/10unit6.pdf> [2003, May 20].

Topic	Management of Promotion
Performance Indicator	Develop promotional plan for a business (PR:097)
Level	Manager/Entrepreneur
Marketing Education Standard	Understands the concepts and strategies needed to communicate information about products, services, images, and/or ideas to achieve a desired outcome
SCANS	Resources 1-2; Information 5-8; Systems 15; Basic Skills 1-3,5-6; Thinking Skills 7-8,12
Show-Me Standards	1.8, 2.1, 3.8, 4.1, CA1, CA3, CA4, MA1
Objectives	<ul style="list-style-type: none"> a. Describe steps in promotional planning. b. Determine components to include in a promotional plan. c. Explain guidelines for developing a promotional plan. d. Demonstrate how to develop a promotional plan.
Sample Activity	Ask students to Imagine that they have decided to open a dance club for teens aged 14-19 in the community. Tell them to develop a promotional plan for the dance club. Have students discuss their promotional plans with a classmate.
Resources Textbooks	<p>Burrow, J. L. (2002). <i>Marketing</i> (pp. 419-421). Cincinnati: South-Western.</p> <p>Meyer, E.C., & Allen, K.R. (2000). <i>Entrepreneurship and small business management: Teacher's annotated edition</i> (pp. 200-201, 210-213). New York: Glencoe/Macmillan/McGraw-Hill.</p>
Assessment	See pages 6-19 through 6-24.